

CALENDAR OF EVENTS

March 1; March 5-7

3rd Annual Volcano Party Festival

An annual gay friendly event that celebrates diversity, community spirit, aloha, and serves to attract national and international visitors to the islands. 808-242-4900 x 102

March 6-7

Honolulu Festival

Join over 5,000 Japanese performers, artists and musicians as they share their culture throughout Honolulu. Attend special exhibits and seminars celebrating 150 years of US-Japan relations. 808-926-2424

March 19-21

Health & Wellness Program

Offered in conjunction with the Big Island International Marathon, visit various health booths from noon to 1 p.m. at the Hawaii Naniloa Hotel. 808-969-7400

March 26-28

East Maui Taro Festival

Enjoy cultural displays, food, crafts, tours and more in Hana Town. This annual festival features a weekend of taro-related activities. 808-264-1553

March 27

Prince Kuhio Celebration of the Arts

Celebrate the birthday of one of Hawaii's most beloved alii at Prince Kuhio Park and Hyatt Regency Kauai. Events include demonstrations, lectures and entertainment. 808-240-6369

Note: *These events are supported by HTA through its Product Enrichment and Major Festivals Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.*

Keeping You in the Know

With five contractors marketing Hawaii around the globe, Hawaii Tourism Authority (HTA) is committed to communicating to our travel industry partners and the community at large about the marketing activities taking place in each major market area. Following are some of the tools in place to keep everyone up to date on Hawaii's marketing:

- Quarterly Meetings: HTA is holding quarterly meetings with the contractors for regular updates on marketing activities. The first one will be scheduled in May.
- Monthly Marketing Newsletters: Each of the contractors are producing monthly newsletters to keep constituents and the industry abreast on the latest marketing news for their major marketing areas. See "Marketing News" at HTA's Web site www.hawaii.gov/tourism for more information.
- Mid-Year Evaluation: HTA will be conducting an evaluation of each of the contractors that will measure the effectiveness and results of their marketing programs and activities.

Contact information for each of the marketing contractors can be found on page 4 of this newsletter or online at www.hawaii.gov/tourism.

Branding Hawaii

Under HTA's leadership, logos have been created for each of the new contractors to ensure brand consistency for the worldwide marketing efforts. The logos incorporate the brush-stroke "Hawaii" which has brand equity and


Hawai'i Tourism Japan


Hawai'i Tourism Europe


THE ISLANDS OF ALOHA


Hawai'i Tourism Asia


Hawai'i Tourism Oceania

***For the latest HTA marketing news,
visit us online at:
www.hawaii.gov/tourism***

Marketing Highlights

Hawaii Visitors Convention Bureau (HVCB)

American Idol: HVCB recently partnered with Hawaiian Airlines, Sheraton Waikiki and The Halekulani to bring "American Idol" to Hawaii. Diamond Head was the backdrop during the one-hour broadcast viewed by more than 29.3 million people with additional broadcasts in Canada, United Kingdom and Australia.



The view seen by millions of Americans. Left to Right: Simon Cowell, Paula Abdul, Randy Jackson and Ryan Seacrest.

Hawaii Arts Season: HVCB's major marketing initiative for the beginning of 2004 is Hawaii Arts Season. To kickoff the 10-week season, a satellite media tour highlighting Hawaii's culture and the arts was conducted and featured actor Richard Chamberlain and singer Amy Hanaialii Gilliom on the grounds of Iolani Palace. Regional and national stations such as WB, FOX, ABC, NBC and CNNFN aired the media tour coverage.



Richard Chamberlain and Amy Hanaialii Gilliom at Iolani Palace.

Hawaii Tourism Europe (HTE)

Mother's Day Promotion: From March 8-28, Selfridge, a major UK department store chain, will be holding a Mother's Day promotion featuring a chance to win a trip for two to Hawaii. The integrated marketing promotion will have direct mail, advertising, in-store displays and internet components.

Dole Fresh Fruit Campaign: In April, HTE launches a "fresh" consumer campaign with Dole Fresh Fruit Europe OHG. The promotion, which will run until October 2004, will focus on increasing awareness of Hawaii among approximately 10 million consumers in Germany, Austria, Switzerland and Scandinavia through Hawaii-labeled pineapples and bananas. The campaign features flyers, displays, postcards and a fresh fruit mobile that will tour through Germany and Austria. A Hawaii/Dole trivia game will give consumers an opportunity to win a one-week trip for two to Hawaii. A total of three trips in partnership with United Airlines will be given away.



Radio NRJ Promotion: Radio NRJ Zurich held a nine-day broadcast promotion featuring Hawaii jingles, stories on the Hawaiian islands and riddles for the listeners to solve from February 10-20. A trip to Hawaii was given away at the end of the promotion and is being sponsored by Swiss tour operator Hotelplan.

OUT & ABOUT

In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major tradeshow/events featuring Hawaii.

March 1-4; March 10-11; March 15-18
American Airlines 2004 Product Launch
Dallas, Ft. Worth, St. Louis, Chicago
Burlington, MA, Baltimore, MD
Manhattan Beach, Pasadena, Irvine

March 2, 3
Fun Sun Vacations Hawaii Road Show
Victoria, Courtenay, Nanaimo

March 4
HVCB Pacific Northwest Blitz
Seattle, Portland, Oregon

March 5, 6
GIANTS Forum
Chicago

March 10
CWA New Product Presentation
Nagoya

March 12-16
ITB Berlin
Berlin

March 16-21
HTJ Press Tour
Hawaii

March 23-25
Visit USA Seminars
Germany

March 24-30
Daily Mail Ideal Home Show
United Kingdom

April 24-28
POW WOW
Los Angeles

June 3-6
Korea World Travel Fair
Seoul, Korea

Marketing Highlights (cont'd . . .)

Hawaii Tourism Japan (HTJ)

HTJ Marketing Seminar: More than 200 print and broadcast journalists attended a press conference held in Tokyo on January 29 to hear HTJ's marketing plans for Hawaii. Jake Shimabukuro, who is featured in the ad campaign, appeared at the press conference and performed for the media as part of the launch of the campaign.



Jake Shimabukuro, HTJ's "Goodwill Ambassador," performs for Japanese media at the HTJ Marketing Seminar in Tokyo.

Hawaii Tourism Oceania (HTO)

"Taste New Zealand": Television New Zealand's top rated program "Taste New Zealand" will be coming to Hawaii next month to film an upcoming episode that will showcase the beauty of Hawaii. The show captures more than 40 percent of New Zealand's viewing audience, placing it in the country's top 10 most-watched programs.

Hawaii Tourism Asia (HTAsia)

Familiarization Tour: The HTAsia team conducted a familiarization trip to Hawaii for several staff members in January. Seven marketing officers from the Shanghai, Seoul, Taipei and Tokyo offices visited the six major Hawaiian islands and met with HVCB's Island Chapter representatives and other industry partners.

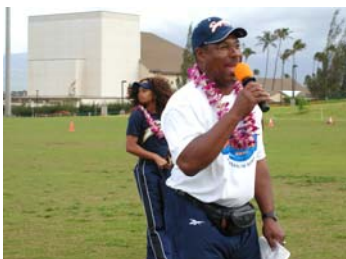
KBS TV: KBS TV, the top rated television network in Korea, will bring Korea's most popular TV show "101% on Sundays-Dream Team" to Hawaii next month to generate more than four weeks of coverage, consisting of 200 minutes of prime-time exposure for Hawaii worth approximately \$16 million.

Dreams Do Come True

Dreams turned to reality for thousands of Hawaii kids as they met with their favorite NFL players during the Pro Bowl Youth Clinics recently held in the islands. More than 50 NFL players came out to teach football basics to 3,000 kids ages 11-18 throughout the state at the 2nd annual NFL-HTA Pro Bowl Youth Clinics. In addition to these clinics, cheerleading sessions conducted by NFL cheerleaders were offered for the first time.

"These clinics were well received in every community and especially in our neighbor island communities," said Kalowena Komeiji, Pro Bowl Ohana Committee Chair.

"The youth clinics were made possible by the partnership between NFL and the HTA in bringing these Super Bowl clinics to Hawaii," she added.



Nat Moore (left) welcomes 300 football enthusiasts (right) at Maui's youth clinic.



New York Jets center Kevin Mawae (left) and Tennessee Titans rookie quarterback Jason Gesser (right) conducted clinics at Kauai's Vidnha Stadium.



Left: NFL cheerleaders taught basic cheers to 50 boys and girls. Right: Spirit and energy level was high!



State Tourism Strategic Plan

As part of its efforts to update the State of Hawaii Tourism Strategic Plan, *Ke Kumu: Strategic Directions for Hawaii's Visitor Industry*, HTA, with assistance by the local planning firm, PBR Hawaii, will be holding information-gathering sessions on all islands during the months of March and April. The updated plan, which will be completed by year-end, will incorporate research from the latest tourism studies as well as stakeholder input gathered from the statewide meetings through the HTA's Web site and other mediums.

The public is encouraged to attend the community meetings listed below:

Tuesday, March 9: Lanai - Lanai Library, 12:00 - 2:00 p.m.

Tuesday, March 16: Molokai - Kaunakakai School Cafeteria, 7:00 – 9:00 p.m.

Tuesday, March 23: Maui - Maui Waena Intermediate School Cafeteria, 7:00 – 9:00 p.m.

Tuesday, March 30: Kauai - Radisson Kauai Beach Resort, Ginger Room, 7:00 – 9:00 p.m.

Monday, April 5: Hilo - Aupuni Center Conference Room, 7:00 – 9:00 p.m.

Wednesday, April 7: Kona - Konawanea Elementary School Cafeteria, 7:00 – 9:00 p.m.

Tuesday, April 13: Oahu - Hawaii Convention Center, Room 317AB, 7:00 – 9:00 p.m.

For more information, contact Lacey Kazama at (808) 521-5631.

Hawaii Convention Center Announces New Employees

SMG Hawaii welcomes the following new employees to the Hawaii Convention Center team:

Sherri Thadeus, Regional Sales—East, Washington, D.C.: Thadeus is responsible for generating citywide conventions for the Center, as well as cultivating potential clients and maintaining ongoing relationships with current clients in the D.C. and Virginia areas, and the eastern region of the U.S.

Lee Conching, Pacific Area Manager: Conching is responsible for the Center's sales efforts in the Pacific Rim—including Japan, China, Taiwan and Australia—and the Hawaii market.

Douglas Rothenburg, Executive Chef: Rothenburg will oversee all activities in the Center's kitchen, one of the largest in the state.

HAWAII TOURISM OFFICES WORLDWIDE

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HTA Natural Resources Program 2004 Awards

To mark HTA's second year of the Natural Resources Program, the following projects have been selected to receive funding:

<u>Organizer</u>	<u>Project/Island</u>	<u>Amount</u>
Hui o Laka	Kokee Nature Trail Revitalization - Kauai	\$10,000
The Nature Conservancy of Hawaii	Mauka Trail System Plan – Hawaii Island	\$90,000
Coordinating Group on Alien Pest Species	Silent Invasion Media Campaign - Statewide	\$50,000
DLNR/Hawaii Wildlife Fund	Ahihi Kinau/Keoneoio Protection Plan - Maui	\$460,000
Hui o Laka	Park & Trail Improvements to Kokee State Park - Kauai	\$150,000
National Audubon Society	Waimea Valley Natural Resources Management & Interpretation Program - Oahu	\$150,000
Watchable Wildlife Inc	Hawaii Watchable Wildlife Project - Statewide	\$90,000

The awards are one component of the HTA's Natural Resources Program that was launched last year. In that program, the HTA has been working with representatives from Hawaii's various environmental groups and organizations, including The Nature Conservancy, Sierra Club, Hawaii Ecotourism Association and DLNR, to develop plans and implement projects to improve the state's natural resources frequented by visitors.



Ahihi Kinau/Keoneoio Protection Plan, Maui

HTA Statewide Product Enrichment Program 2004 Awards

HTA awarded the following organizations support to further develop their tourism product enrichment activities on a statewide level. In its second year, HTA's Product Enrichment Program (PEP) continues to support endeavors to diversify Hawaii's tourism activities in the niche areas of agritourism, cultural tourism, ecotourism, edutourism, health & wellness tourism and technotourism, on a county and statewide level.

<u>Organizer</u>	<u>Project</u>	<u>Amount</u>
Nova Arts Foundation	Hawaiian Myths and Legends Productions	\$15,000
Hawaiian Sailing Canoe Association	Canoe Festival Series	\$30,000
Korean Chamber of Commerce	Korean Festival	\$30,000
Kohoku Productions, Inc.	Hawaiian Slack Key Guitar Festivals	\$40,000